

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method utilizing for a local handheld device ~~associated with a local viewing device and~~ operable to receive content associated with a broadcast from a remote source, comprising:
  - receiving, by a local viewing device, the broadcast from the remote source;
  - receiving by the handheld device a content catalog, said catalog
    - varying based at least in part on the broadcast and on dynamically
    - changeable characteristics of the handheld device from the remote source and
    - identifying interactive content associated with the broadcast provided by a content provider in a first data format incompatible with the handheld device;
    - selecting by the handheld device content in the content catalog having the first data format and identifying said selection to a local formatting agent; and
    - receiving said selected content from the formatting agent in a second data format compatible with the handheld device wherein compatibility is based at least in part on the dynamically changeable characteristics of the handheld device and the selected content is synchronized with the broadcast received by the local viewing device.
2. (Original) The method of claim 1, wherein the handheld device comprises a wireless coupling to the formatting agent.

3. (Original) The method of claim 1, wherein the content catalog content corresponds at least in part to broadcasts available for receipt by the viewing device.

4. (Original) The method of claim 1, further comprising:  
broadcasting the broadcast to the viewing device over a communication channel;  
determining broadcast-related data for the broadcast; and  
making said broadcast-related data available to a content initiator so that the content initiator associates said broadcast related data with the content catalog.

5. (Original) The method of claim 4, further comprising:  
providing, by a broadcaster, said broadcast-related data to a content provider so that the content provider makes said broadcast-related data available to the content initiator.

6. (Previously Presented) The method of claim 1, further comprising:  
retrieving said selected content from the content provider; and  
converting by the formatting agent of the first data format into the second data format.

7. (Currently Amended) A method for a local handheld device to facilitate interactive content associated with ~~interaction with a viewing device receiving a~~ broadcast from a remote source, comprising:  
receiving, by a local viewing device, content associated with the broadcast from the remote source;

indicating with the local handheld device interest in obtaining a content catalog identifying at least interactive content associated with the broadcast in a first data format provided by a remote content provider and dynamically changeable characteristics of the handheld device;

receiving the content catalog from a local formatting agent;  
selecting content in the content catalog having the first data format;  
receiving said selected content from the local formatting agent in a second data format compatible with the handheld device;  
retrieving by the formatting agent of said selected content from the remote content provider;  
determining the first data format is incompatible with the handheld device; and  
converting said selected content into said compatible second data format wherein compatibility is based at least in part on dynamically changeable characteristics of the handheld device and the selected content is synchronized with the broadcast received by the local viewing device.

8. (Currently Amended) A method for a local handheld device to facilitate interactive content associated with ~~interaction with a viewing device receiving~~ a broadcast from a remote source; comprising:  
receiving, by a local viewing device, the broadcast from the remote source;  
indicating with the handheld device interest in obtaining a content catalog having a portion identifying interactive content associated with the broadcast in a first data

format provided by a content provider and dynamically changeable characteristics of the handheld device;

receiving the content catalog from a local formatting agent;  
selecting content in the content catalog having the first data format; and  
receiving said selected content from the formatting agent in a second data format compatible with the handheld device and the selected content is synchronized with the broadcast received by the local viewing device;

wherein said converting to the second data format includes:  
determining dynamically changeable characteristics of the handheld device,  
identifying a portion of said selected content that is incompatible with the handheld device, and converting said incompatible portion into a compatible portion based on said determined dynamically changeable characteristics.

9. (Previously Presented) The method of claim 8, wherein said incompatible portion comprises an Internet communication protocol.

10. (Previously Presented) The method of claim 1, wherein the content catalog comprises one or more of: links to content provider content, and embedded content provider content.

11. (Original) An apparatus, comprising a machine accessible medium having instructions encoded therein, which when executed by the machine, are capable of directing the machine to perform the operations of claim 1.

12. (Original) The apparatus of claim 11, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 4.

13. (Original) The apparatus of claim 12, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 5.

14. (Original) The apparatus of claim 11, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 6.

15. (Original) The apparatus of claim 11, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 7.

16. (Previously Presented) The apparatus of claim 11, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 8.

17. (Original) The apparatus of claim 15, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 7.

18. (Currently Amended) A system to facilitate ~~interaction with a viewing device receiving a broadcast~~, interactive content associated with a broadcast from a remote source, comprising:

a local viewing device receiving the broadcast from the remote source;

a first machine at a first location having disposed therein a content formatting server, and a handheld device communicatively coupled to the content formatting server;

a first memory accessible by the handheld device having first instructions stored therein, which when executed by the handheld device, direct the handheld device to monitor a user interface for a trigger event, and responsive thereto, to request a catalog associated with the broadcast from the content formatting server and dynamically changeable characteristics of the handheld device, the catalog identifying at least interactive data associated with the broadcast;

a second machine at a second location, different from said first location, having disposed therein a content initiator communicatively coupled to the content formatting server; and

a second memory accessible by the content formatting server having second instructions stored therein, which when executed by the formatting server, direct the content formatting server to access data of the content initiator in a first data format incompatible with the handheld device, and provide converted data to the handheld device in a second format compatible with the handheld device wherein compatibility is based at least in part on dynamically changeable characteristics of the handheld device and the data is synchronized with the broadcast received by the local viewing device.

19. (Original) The system of claim 18, wherein the first data format is the same as the second format.

20. (Original) The system of claim 18, wherein said second instructions include further instructions for converting the first data format into the second data format.

21. (Original) The system of claim 18, further comprising:  
a content provider communicatively coupled to the formatting server;  
wherein said first instructions include further instructions, which when executed by the handheld device, direct the handheld device to retrieve content from the content provider.

22. (Original) The system of claim 21, wherein said instructions include further instructions, which when executed by the handheld device, direct the handheld device to:

display the catalog on the handheld device;  
receive a selection of a catalog entry corresponding to content provided by a content provider; and  
retrieve said content from the content provider.

23. (Original) The method of claim 1, wherein the content identified in the content catalog changes in accord with changes of material present in the broadcast.

24. (Currently Amended) A method for a handheld device to facilitate interactive content associated with ~~interaction with a viewing device receiving~~ a broadcast, comprising:

receiving, by a local viewing device, the broadcast from the remote source;  
indicating with the handheld device interest in obtaining a content catalog containing at least one transitory selectable item associated with the broadcast and dynamically changeable characteristics of the handheld device, wherein the transitory selectable item comprises content having a first data format incompatible with the handheld device;

receiving the content catalog from a formatting agent;  
selecting content in the content catalog having the first data format; and  
receiving said selected content from the formatting agent in a second data format compatible with the handheld device wherein compatibility is based at least in part on dynamically changeable characteristics of the handheld device and the selected content is synchronized with the broadcast received by the local viewing device.

25. (Original) The method of claim 24, wherein the formatting agent is disposed within the viewing device.



26. (Currently Amended) A method for a handheld device to facilitate interactive content associated with interaction with a viewing device receiving a broadcast, comprising:

receiving, by a local viewing device, the broadcast from the remote source;

broadcasting the broadcast to the viewing device;

maintaining a content catalog having content changing based at least in part on what is broadcast to the viewing device and dynamically changeable characteristics of the handheld device;

receiving an indication from the handheld device of interest in obtaining the content catalog, the content catalog initially in a first data format provided by a content provider; and

providing the content catalog to a formatting agent configured to convert the content catalog into a second data format compatible with the handheld device wherein compatibility is based at least in part on dynamically changeable characteristics of the handheld device and the selected content is synchronized with the broadcast received by the local viewing device.